

AIB SpendTrend

May Key highlights



Card spend increase in May compared with April **↑ 6%**

In May...
Spending in clothing stores, homeware stores and health & beauty stores all saw **double digit increases in May**

The busiest day for spend this month

Channel	Busiest Day	Spending Increase
ONLINE	28 Friday	↑ 10% higher than the next busiest day
IN STORE	29 Saturday	↑ 0.4% higher than the next busiest day

Ways you paid

Digital Wallet (in general)	18%	↑
Contactless	9%	↑
Chip & Pin	12%	↑
E-Commerce	-3%	↓

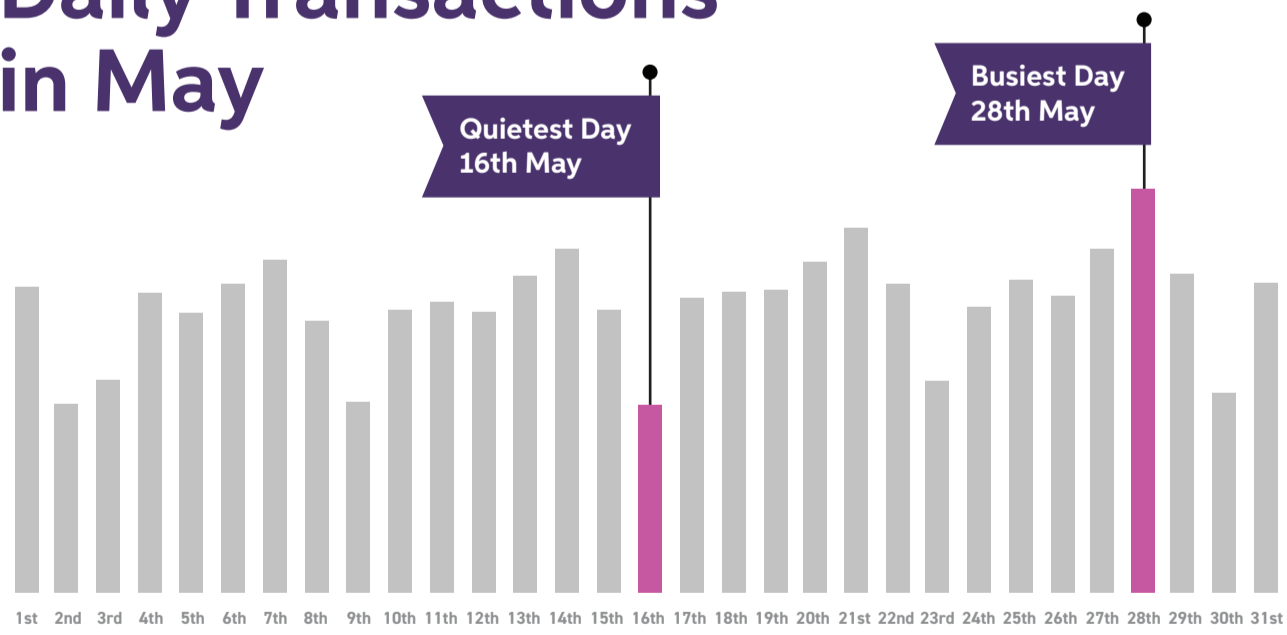
Sector Performance

ONLINE
↓ -3%

IN STORE
↑ 15%

	OVERALL	IN STORE	ONLINE
Airline Travel	↑ 132.3%	↑ 18.3%	↑ 136.2%
Clothing	↑ 50.4%	↑ 1142.7%	↓ 17.2%
Drinking Places	↑ 20.8%	↑ 23.6%	↓ 4.2%
Electronics	↓ 4.1%	↑ 7.2%	↓ 9.2%
Groceries	↓ 1.8%	↓ 1.1%	↓ 11.4%
Hardware	↓ 1.5%	↑ 4.7%	↓ 11.6%
Health & Beauty	↑ 14.4%	↑ 20.3%	↓ 3.1%
Homewares	↑ 30.1%	↑ 107.1%	↓ 15.6%
Hotels	↑ 66.9%	↑ 40.3%	↑ 75.6%
Restaurants	↑ 10.2%	↑ 10.8%	↑ 9.1%

Daily Transactions in May



DUBLIN saw the biggest increase **↑ 7%**

CARLOW AND DONEGAL saw the smallest increase **↑ 2%**

Source: AIB Debit and Credit Card Spend

UNDER 25 YEAR OLDS saw the biggest increase in spend this month